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FAX COVER LETTER

August 7, 2007

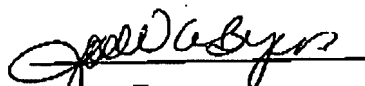
TO: Examiner A. Duran
COMPANY: Commissioner for Patents – Art Unit 3622
PHONE: 571.272.3734
FAX: 571.273.8300

FROM: Rudolph P. Hofmann
DIRECT DIAL: (612) 607-7340
EMAIL: RHofmann@oppenheimer.com
RE: U.S. Patent Application 09/196,338
Our File No. 60021-302901

CERTIFICATE OF FACSIMILE TRANSMISSION

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1. Amendment and Response
2. Copies of Supplemental Disclosure Statements, dated 1/28/04 and 12/31/03.


Jodi A. Byers

August 7, 2007
Date

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Serial No. 09/196,338
In reply to Final Office Action mailed May 7, 2007
Page 1 of 10

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Sean Handel et al.

Serial No.: 09/196,338

Filed: November 19, 1998

Title: A PERSONALIZED PRODUCT
REPORT

Docket No.: 60021-302901

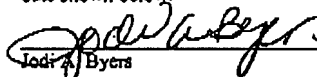
Group Art Unit: 3622

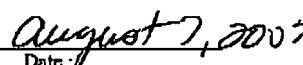
Examiner: A. Duran

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Jodi A. Byers


Date: August 7, 2007

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

Dear Sir:

This is in response to the Final Office Action mailed on May 7, 2007. Please consider the following amendments and remarks.

Amendments to the claims begin on page two (2) of this paper.

Remarks begin on page nine (9) of this paper.